

## **MINUTES**

### **NASH COUNTY TOURISM DEVELOPMENT AUTHORITY**

**May 19, 2015**

The Nash County Tourism Development Authority met on May 19, 2015 at 2:00 p.m. at Hampton Inn in Rocky Mount, N.C. Present were Robbie Davis, Chairman and members Dan Daly, Robert Johnson, David Joyner, Bill Lehnes, Charlie Wells, Zack Dorovic, Faye Beddingfield-Wiggs, Ernestine Neal, Peter Varney, Tara Nelson, Jerry Patel and Lydia Davis.

Also present were Donna Wood, Nash County Finance Officer, Scott Turner, Alex Boncek, Paul Niswonger, and Russell Proctor, Nash Travel and Tourism Council. Guests included Jan Mills, Amy Beasley, Shelley Gray, Bernard Howard and Brenda Crocker.

Chairman Davis welcomed all members and guests and asked if there were any conflicts of interest and then asked everyone to introduce themselves.

Chairman Davis called the meeting to order then asked for approval of the minutes of the January 13, 2015 meeting. Motion was made by Charlie Wells seconded by Peter Varney and duly passed that the minutes of January 13, 2015 be approved.

Chairman Davis then called upon Finance Officer Donna Wood to present the financial information. Projection for 2014-2015 is to spend \$715,726 for the year. Also reported was a projected collections amount of \$770,000 through June 30.

Chairman Davis then called upon Finance Officer Donna Wood to present the 2015 Audit Contract from Martin Starnes & Associates, CPAs, P.A. for consideration of approval. Ms. Wood stated that the contract was for \$3,785 for the audit services and \$850 for preparation of the annual financial statements for a total cost of \$4,635. Motion was made by Peter Varney seconded by David Joyner and duly passed that the audit contract for FY2015 be approved.

Chairman Davis asked for presenters to make their requests for the 2015-2016 budget.

Chairman Davis called Mrs. Brenda Crocker to present for Tar River Orchestra. Mrs. Crocker reported the benefits to the community and the successes from the FY2015 funding of the concert event and noted that this event brought in musicians and attendees from all over eastern North Carolina, she then requested \$20,000 for FY2016 for the Concert Project scheduled for February 12, 2016.

Ernestine Neal requested funding of \$20,000 for FY 2016, stating it would be the 18<sup>th</sup> year of the Down East Viking Football Classic, to be held Sept. 23-26 between Elizabeth City State Vikings and Winston Salem Rams.

A representative from the City of Rocky Mount Parks and Recreation Department was not in attendance to discuss the request for the \$10,000 for the Sculpture Walking Tour for Augmented Reality so Alex Boncek, from Travel and Tourism gave a description of the event based on the presentation that had been made to Travel and Tourism for a funding request.

A representative from Nash Community College was not in attendance to discuss the request of \$20,000 for the Destination NCC Project. Robbie Davis gave a brief summary of the project based on information provided by Jenny Braswell, Project Director.

Jan Mills representing the Spring Hope Chamber of Commerce requested \$2,500 funding for the 2015 Spring Hope Pumpkin Festival. She reported the upcoming festival would be the 44<sup>th</sup>. The Pumpkin Festival brought in around 25,000 people in 2014 and they are anticipating more in 2015.

Amy Beasley from the Nashville Chamber requested \$7,500 for the Nashville Blooming Festival. The 2015 Blooming Festival will be the Festivals 20<sup>th</sup> year. Ms. Beasley indicated the event brings 20,000 to 25,000 people to Nashville each year providing family entertainment and supporting local businesses.

Shelly Gray requested \$10,000 for the Nash Arts Council to help to continue funding the Nashville Showcase. The Showcase funding is used to support concerts and the related artist contracts.

Bernard Howard, President of the C.C. Spaulding Alumni Association, requested \$10,000 to assist with the Teacherage Home Restoration Project. The funds requested would be used to help with strengthening the structure of the building in order for an office and a museum to be set up and to become a tourist location.

Bernard Howard, President of the C.C. Spaulding Alumni Association, requested \$20,000 each year for three years beginning with Fiscal Year 2016 to assist with the Senior Fitness Center at the C.C. Spaulding Gymnasium. The funds requested would be use to help update the gym for a fitness center and walking track for the local seniors and for the area to also be used for student programs.

Chairman Davis stated the USA South Committee was requesting a fourth year's \$30,000 funding for the tennis tournament. He stated that the tournament was not originally expected to return but it had recently been voted to come back to the area and Rocky Mount has the opportunity to keep the tournament a few more years.

Peter Varney asked about a request for funding for the Barbecue Throwdown. Robbie Davis indicated that they had decided not to make a request or presentation for funding to the Tourism Development Authority for Fiscal Year 2016.

Chairman Davis asked Donna Wood to report the current estimated revenue for the 2015-2016 TDA budget prior to Travel and Tourism presenting their request. Ms. Wood stated that the FY2015-2016 estimated revenue for recommendation is \$740,000 which was based on trending calculations from the prior three year. She indicated that although estimated revenues for fiscal year 2015 are approximately \$770,000, the budget estimate is a conservative amount based on actual amounts from prior years. Charles Wells asked why the projection for FY2015 was so much higher than prior years. Robbie Davis, stated the increase was primarily in the

Gold Rock area and Scott Turner from Travel and Tourism added that there had been more construction activity in that area due Nutkao.

Peter Varney recommended that the proposed revenue for fiscal year 2015-2016 increase to \$750,000. Robbie Davis recommended leaving the revenue at the conservative estimate of \$740,000.

Paul Niswonger presented the Nash Travel and Tourism Council's budget request of \$470,000, and Alex Boncek then presented a line-by-line explanation of the budget items requested.

Chairman Davis called for the public hearing and asked for discussion of the budget requests. The following items were discussed and motions made as follows:

1. USA South Tennis Tournament requested \$30,000 (3<sup>rd</sup> year) - Motion by Peter Varney, second by Faye Beddingfield-Wiggs. Motion passed.
2. Contributions \$1,000 - Motion by Charlie Wells, second by Peter Varney. Motion passed.
3. Economic Development \$75,000 – Motion by Peter Varney, second by Faye Beddingfield- Wiggs. Motion passed.
4. Nash Travel and Tourism requested \$470,000 – Motion by Ernestine Neal, second by Lydia Davis. Motion passed.
5. Downeast Football Classic requested \$20,000 – Motion by Bill Lehnes, second by Peter Varney. Motion passed.
6. Spring Hope Pumpkin Festival requested \$2,500 – Motion by Bill Lehnes, second by Robert Johnson. Motion passed.
7. Nashville Blooming Festival requested \$7,500 – Discussion of increase in request, Motion by Dan Daly to appropriate \$5,000, second by Ernestine Neal. Motion passed.
8. Nash Arts Council requested \$10,000 – Discussion of increase, motion by Charlie Wells to appropriate \$6,000, second by Peter Varney. Motion passed.
9. City of Rocky Mount – Sculpture Walking Augmented Reality Tour requested \$10,000 – Discussion – Motion by Charlie Wells not to fund for Fiscal Year 2016, second by Peter Varney. Motion passed to not fund for FY2016.
10. Nash Community College – Project NCC Destination requested \$20,000. Motion by Tara Spooner Nelson, second by Ernestine Neal. Bill Lehnes and Charlie Wells opposed. Motion passed.

11. C.C. Spaulding Alumni Association – Project Teacherage Restoration requested \$10,000. Motion by Lydia Davis, no second. Motion Failed.
12. C.C. Spaulding Alumni Association – Spaulding Fitness Center requested \$20,000. Motion by Peter Varney not to fund, second by Charlie Wells. Lydia Davis opposed. Motion Passed.
13. Wesleyan Tennis Center - \$20,000 (5<sup>th</sup> of 6 years) – Noted to continue based on Agreement
14. Add'l Lighting Winstead Avenue \$12,000 (Noted that Peter Varney is working on a memorandum of agreement with the City of Rocky Mount) and Interchange Lighting \$52,000 - Noted to continue based on Agreement.

In consideration of the adoption of the FY2015-2016 TDA Budget, Robbie Davis reported the proposed 2015-2016 TDA budget totaled \$740,000 which includes funding requests as noted above. Motion was made by Peter Varney, second by Robert Johnson and passed.

The Planning Committee Report by Peter Varney provided a review of the committees' ideas as noted in attached document "Draft Memo of Agreement Between TDA and T&T". Robbie Davis recommended that the TDA have a full discussion of the items before any action by the Board.

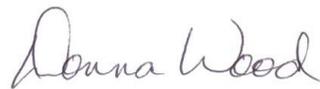
The Board agreed to begin discussion on the Planning Committee Report. The recommended action based on the discussion was to have the TDA Planning Committee members which include, Peter Varney, Tracey Jackson, Charlie Wells and David Joyner as well as the TDA Chairman, Robbie Davis, meet with the Travel and Tourism Executive Committee which includes, Scott Turner, Inga Turner, Paul Niswonger, and Tara Nelson. Russell Proctor will also be joining as the Council's fifth representative. This meeting will be held Friday, May 29 at 10:00am. Alex Boncek stated she would send the meeting location to the attendees prior to Friday, May 29<sup>th</sup>.

Robbie Davis, stated that a request had been made to have future budget discussions and the public hearing in two separate meetings. Based on discussion, the Board decided that if the

budget items are sent out in advance of the public hearing, that having one meeting would be sufficient. The Board then decided that the FY2017 Budget Public Hearing meeting would be set for May 17, 2016 at 2:00pm.

Chairman Davis also added that a TDA meeting will be held in January 2016 to provide the Board midyear updates as was done in January 2015.

Chairman Davis called for the meeting to be adjourned, Faye Beddingfield-Wiggs made a motion to adjourn, second by Charlie Wells. The meeting was adjourned.

A handwritten signature in cursive script that reads "Donna Wood".

Donna Wood  
Finance Director